

REMARKS

In light of the above amendatory matter and remarks to follow, reconsideration and allowance of this application are respectfully solicited.

Claims 17 and 24 are amended to conform to the Examiner's suggestion, for which Applicant's attorney wishes to sincerely thank the Examiner. Accordingly, claims 17-20, 22-27 and 29-30 are presented for consideration.

In the Office Action under reply, all the claims were rejected as being anticipated by U.S. Patent 6,698,020 (Zigmond). The Examiner took the position that Zigmond discloses a variable fee to be charged to a viewer because Zigmond charges one fee when all advertising is blocked and a lower fee when no advertising is blocked. Thus, the viewer can select blocking 100 % of advertising or 0 % of advertising, thus having the option to display a selectable percentage of advertising. It is believed the Examiner recognizes the difference between Applicant's invention, in which a variable percentage of commercials may be blocked, and Zigmond in which there are only two percentages of advertising that may be blocked -- zero or 100 per cent. The Examiner kindly suggested that the claims should be amended to emphasize this difference, namely: "If applicant desires claim language where the user can select a ratio other than 0/1 (or 0% and whatever % the displayed ads take up) the Examiner suggests applicant amend the claims."

Consistent with the Examiner's suggestion, claims 17 and 24 are amended to recite that the viewer can set the display conditions for commercial information including, "an option to display a selectable percentage of commercial information varying in a range from 0 to 100 percent and including percentages greater than 0 and less than 100." Since Zigmond cannot

select a variable percentage within a range that is less than 100% but greater than 0%, it is respectfully submitted that Zigmond neither anticipates nor renders obvious Applicant's claims 17 and 24. Accordingly, the withdrawal of the rejection of claims 17 and 24 as being anticipated by Zigmond is respectfully request.

Claims 18-20 and 22-23 depend from claim 17; and claims 25-27 and 29-30 depend from claim 24. Since these dependent claims include all of the limitations recited by claims 17 and 24, respectively, it follows that the dependent claims are patentably distinct over Zigmond for those reasons discussed above. Accordingly, the withdrawal of the rejection of the dependent claims likewise is respectfully request.

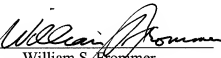
By this amendment, claims 17 and 24, together with their dependent claims, are in condition for allowance. Early notice to this effect is requested.

Statements appearing above in respect to the disclosures in the cited reference represent the present opinions of the undersigned attorney and, in the event the Examiner disagrees with any of such opinions, it is respectfully requested that the Examiner specifically indicate those portions of the reference providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

Respectfully submitted,

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